CT 115-3 A

JUNE
1989

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

1

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JUNE		% '89 VS '88	% IND	
	1989	1988		1989	1988
CHRYSLER	21602	25041	86.27	2.27	2.53
(LeBaron)	11358	13091	86.76	1.19	1.32
(New Yorker)	8229	8181	100.59	.87	.83
(5th AVE)	1221	2638	46.29	.13	.27
(Imperial)	-	-	-	-	-
DODGE	48523	48240	100.59	5.11	4.86
(Daytona)	8079	7707	104.83	.85	.78
(Shadow)	6899	9358	73.72	.73	.92
(Spirit)	9351	-	-	.98	-
(Dynasty)	13775	7591	181.46	1.45	.77
(Aries)	3695	8566	43.14	.39	.87
PLYMOUTH	29204	30475	95.83	3.08	3.08
(Horizon)	2834	5610	50.52	.30	.57
(Sundance)	7008	8746	80.13	.74	.88
(Acclaim)	10089	-	-	1.07	-
(Reliant)	3745	8432	44.41	.39	.85
(Laser)	2200	-	-	.23	-
EAGLE	6710	5002	134.15	.71	.51
(Premier)	4657	4155	112.08	.49	.42
CHRYSLER MTRS CORP	106039	108758	97.50	11.17	10.98
FORD	147578	155113	95.14	15.54	15.67
(Escort)	31696	35756	88.65	3.34	3.61
(Probe)	16004	6581	243.18	1.69	.66
(Mustang)	17421	16827	103.54	1.83	1.70
(Tempo)	21078	27416	76.88	2.22	2.77
(Taurus)	36182	38713	93.46	3.81	3.92
(Crown Victoria)	9907	12736	77.79	1.04	1.29
(Thunderbird)	10058	11121	90.44	1.06	1.12
LINCOLN	19807	17890	110.72	2.09	1.81
MERCURY	46406	47755	97.18	4.88	4.82
(Topaz)	8393	8047	104.30	.88	.81
(Sable)	12693	12549	101.15	1.33	1.27
(Cougar)	8689	10334	84.08	.91	1.04
(Grand Marquis)	9935	11564	85.91	1.05	1.17
LINC/MERC DIV	67050	66731	100.48	7.06	6.74
FORD MOTOR CO	214628	221844	96.75	22.60	22.41
BUICK	55301	50073	110.44	5.82	5.06
(Skyhawk)	2231	2188	101.97	.23	.22
(Somerset/Skylrk)	9350	5994	155.99	.98	.61
(Century)	10798	10443	103.40	1.14	1.05
(Regal)	8176	11466	71.31	.86	1.16
(Riviera)	1831	726	252.20	.19	.07
(Reatta)	924	390	236.92	.10	.04
CADILLAC	23456	22124	106.02	2.47	2.23
(Allante)	262	341	76.83	.03	.03
(Eldorado)	3026	2732	110.76	.32	.27
(Seville)	3038	1758	172.81	.32	.18
CHEVROLET	141078	150493	93.74	14.86	15.20
(Nova)	1381	8612	16.04	.15	.87
(Celebrity)	13522	22163	61.01	1.42	2.24
(Corsica)	26480	22215	119.20	2.79	2.24
(Beretta)	16239	22074	73.57	1.72	2.23
(Cavalier)	27840	30084	92.54	2.93	3.04
(Camaro)	12124	10114	119.87	1.28	1.02
(Corvette)	1972	2452	80.42	.21	.25
(Monte Carlo)	84	3230	2.60	.01	.33
OLDSMOBILE	57824	66718	86.67	6.09	6.74
(Calais)	9046	10587	85.44	.95	1.07
(Cutlass Ciera)	18306	21147	86.57	1.94	2.13
(Cutlass)	9157	9613	95.26	.96	.97
(Toronado)	666	1647	40.44	.07	.17
PONTIAC	65483	73880	88.63	6.90	7.46
(Sunbird)	9779	8384	116.64	1.03	.85
(Grand Am)	18877	22621	83.45	1.99	2.28
(6000)	6467	9053	71.43	.68	.91
(Bonneville)	8226	10376	79.28	.87	1.05
(Firebird)	6776	5707	118.73	.71	.58
(Fiero)	267	2476	10.78	.03	.25
(Grand Prix)	9126	8861	102.99	.96	.89
GEN MTRS CORP	343168	363314	94.45	36.14	36.69
Misc. Domestic	11	12	91.67	-	-
Other Import	285789	296225	96.48	30.09	29.92
U.S. TOTAL	949635	990153	95.91		

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UNITED STATES SUMMARY
JUNE 1989 ISSUED 08/89

R. 1-89

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '89 VS '88	% IND		YEAR END 1989
	1989	1988		1989	1988	
CHRYSLER	115763	160308	72.21	2.31	3.04	283848
(LeBaron)	50798	80450	63.14	1.01	1.52	140610
(New Yorker)	52419	45688	114.73	1.05	.87	94741
(5th AVE)	8493	29067	29.22	.17	.55	38048
(Imperial)	-	-	-	-	-	-
DODGE	241406	250428	96.40	4.81	4.74	496416
(Daytona)	38745	37904	102.22	.77	.72	70472
(Shadow)	39662	42685	92.92	.79	.81	89259
(Spirit)	32726	-	-	.65	-	2438
(Dynasty)	65324	32930	198.37	1.30	.62	76834
(Aries)	22450	56243	39.92	.45	1.06	101368
PLYMOUTH	144934	173893	83.35	2.89	3.30	333224
(Horizon)	16349	25535	64.03	.33	.48	59777
(Sundance)	40504	39408	102.78	.81	.75	87320
(Acclaim)	38178	-	-	.76	-	2273
(Reliant)	21786	65469	33.28	.43	1.25	110524
(Laser)	7063	-	-	.14	-	-
EAGLE	36957	28748	128.56	.74	.55	62030
(Premier)	22515	15185	148.27	.45	.29	37534
CHRYSLER MTRS CORP	539060	613317	87.88	10.75	11.63	1175518
FORD	805256	794457	101.36	16.06	15.06	1577815
(Escort)	176172	182265	96.65	3.51	3.46	384992
(Probe)	69174	13515	511.83	1.38	.26	68129
(Mustang)	96966	94718	102.37	1.93	1.80	169567
(Tempo)	123534	138249	89.36	2.46	2.62	278114
(Taurus)	187669	205205	91.45	3.76	3.88	376971
(Crown Victoria)	54338	61239	88.73	1.08	1.16	113349
(Thunderbird)	61335	66387	92.39	1.22	1.26	118516
LINCOLN	100690	92910	108.37	2.01	1.76	190506
MERCURY	242712	247874	97.92	4.84	4.70	481396
(Topaz)	47346	39283	120.53	.94	.74	85945
(Sable)	61487	63012	97.58	1.23	1.20	118140
(Cougar)	51217	57511	89.06	1.02	1.09	102424
(Grand Marquis)	53663	58394	91.90	1.07	1.11	115160
LINC/MERC DIV.	351111	345806	101.53	7.00	6.56	684187
FORD MOTOR CO.	1156367	1140263	101.41	23.06	21.62	2262002
BUICK	278628	285069	97.81	5.56	5.41	518652
(Skyhawk)	11077	15449	71.47	.22	.29	26080
(Somerset/Skylrk)	34769	29147	119.29	.69	.55	58037
(Century)	69621	57259	121.59	1.39	1.09	130383
(Regal)	43713	60139	72.69	.87	1.15	123211
(Riviera)	10295	5171	199.09	.21	.10	11289
(Reatta)	3888	1173	330.78	.08	.02	3893
CADILLAC	136234	125584	108.48	2.72	2.38	259772
(Allante)	1464	1732	84.53	.03	.03	3191
(Eldorado)	16514	14074	117.34	.33	.27	30766
(Seville)	11382	10272	110.28	.27	.19	22184
CHEVROLET	707079	781930	90.43	14.11	14.84	1469632
(Nova)	13808	59058	23.38	.28	1.12	96298
(Celebrity)	105949	133555	79.33	2.11	2.53	252447
(Corsica)	112127	108124	103.70	2.24	2.05	194709
(Beretta)	84289	98394	85.66	1.68	1.87	180181
(Cavalier)	155211	153453	101.15	3.10	2.92	306969
(Camaro)	59004	49642	118.86	1.18	.94	99072
(Corvette)	9641	12612	76.44	.19	.24	22928
(Monte Carlo)	1004	21667	4.63	.02	.41	30196
OLDSMOBILE	318533	348613	91.37	6.35	6.61	708449
(Calais)	47949	50786	94.41	.96	.96	104843
(Cutlass Ciera)	101839	112251	90.72	2.02	2.13	235522
(Cutlass)	53044	45358	116.95	1.06	.86	112127
(Toronado)	4079	8034	50.77	.08	.15	15054
PONTIAC	375564	386123	97.27	7.49	7.32	759594
(Sunbird)	50294	40736	123.46	1.00	.77	82090
(Grand Am)	108300	118337	91.52	2.16	2.24	226053
(6000)	39030	49482	78.88	.78	.94	96750
(Bonneville)	47862	59699	80.17	.95	1.13	107055
(Firebird)	33133	30870	107.33	.66	.59	57421
(Fiero)	2303	13883	16.59	.05	.26	24111
(Grand Prix)	65130	38877	167.96	1.30	.74	97733
GEN. MTRS CORP.	1816343	1927435	94.24	36.23	36.56	3776348
Misc. Domestic	50	51	98.04	-	-	156
Other Import	150206	159212	94.35	29.96	30.19	3265907
U.S. TOTAL	5013926	5273253	95.08			10479931

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	JUNE		YEAR TO DATE		% '89 VS '88	% IND	
	1989	% IND	1989	1988		1989	1988
Autocar	2	-	23	257	8.95	-	.01
Chevrolet	125386	26.27	652836	642061	101.68	25.61	24.78
Chrysler	-	-	-	-	-	-	-
Dodge	55029	11.53	287994	300819	95.74	11.30	11.61
Ford	138777	29.10	752327	763252	98.57	29.52	29.45
Freightliner	2384	.50	13801	11815	116.81	.54	.48
G.M.C.	34868	7.31	182576	188151	97.04	7.16	7.26
Hino	211	.04	1102	1021	107.93	.04	.04
Isuzu	8246	1.73	48599	39340	124.49	1.91	1.51
Iveco	249	.05	1021	999	102.20	.04	.04
Jeep	24828	5.20	122873	113406	102.90	4.82	4.41
John Deere	688	.14	3731	3177	117.44	.15	.12
Kenworth	1463	.31	9895	7951	124.45	.39	.31
Mack/Midliner	2406	.50	14167	12041	117.66	.56	.46
Mercedes Benz	204	.04	1043	1518	68.71	.04	.06
Mitsubishi	4049	.85	21680	29107	74.48	.85	1.12
Navistar	7035	1.47	37898	39597	95.71	1.49	1.53
Nissan	10331	2.16	75397	84451	89.28	2.96	3.26
Peterbilt	1447	.30	9603	8008	119.92	.38	.31
Plymouth	19820	4.15	96694	99483	97.20	3.79	3.84
Pontiac	-	-	-	-	-	-	-
Scania	13	-	61	94	64.89	-	-
Volvo	129	.03	645	842	76.60	.03	.03
Western Star	118	.02	830	758	109.50	.03	.03
White	16	-	104	1627	6.39	-	.06
WHITEGMC	1559	.33	9190	4579	200.70	.36	.18
Other Imports	37738	7.91	203179	229230	88.64	7.97	8.85
Miscellaneous Domestic	274	.06	1649	1729	95.37	.06	.07
U. S. Total	477270		2548918	2591013	98.38		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Autocar	-	-	-	-	-	-	-	23
Chevrolet	370024	261832	1260 2	991	82	3107	4043	155
Chrysler	-	-	-	-	-	-	-	-
Dodge	215800	72194	-	-	-	-	-	-
Ford	360722	349340	-	12467	-	3845	17818	8135
Freightliner	-	-	-	-	-	-	-	13801
G.M.C.	86827	83225	1239	680	1911	2129	6199	386
Hino	-	-	85	-	223	231	563	-
Isuzu	44680	-	2835	291	92	357	344	-
Iveco	-	-	571	277	125	48	-	-
Jeep	122261	592	-	-	-	-	-	-
John Deere	-	7	247	2836	641	-	-	-
Kenworth	-	-	-	-	-	-	265	9630
Mack/Midliner	-	-	-	-	-	1663	1809	10695
Mercedes Benz	-	-	-	-	-	407	636	-
Mitsubishi	19910	-	965	-	334	368	103	-
Navistar	-	-	-	69	69	5896	15460	16404
Nissan	74438	-	205	-	355	166	233	-
Peterbilt	-	-	-	-	-	-	480	9123
Plymouth	96694	-	-	-	-	-	-	-
Pontiac	-	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	61
Volvo	-	-	-	-	-	-	522	123
Western Star	-	-	-	-	-	-	-	830
White	-	-	-	-	-	-	-	104
WHITEGMC	-	-	-	-	-	-	-	9190
Other Imports	202212	967	-	-	-	-	-	-
Miscellaneous Domestic	95	447	-	-	-	-	-	1107
Total	1593603	768004	18749	17611	3832	18217	48475	79747
1988 Total	1684519	728743	18518	11372	4693	27191	46502	69476
1989 vs '88	94.61	105.47	101.25	154.86	81.65	67.00	104.24	114.78

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1989		YEAR TO DATE 1988	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint/Geo Metro	26356	.53	24540	.47
Chevrolet Spectrum	29608	.59	37299	.71
Chrysler Conquest	3557	.07	5102	.10
Dodge Colt DL/SW	16698	.33	22935	.43
Dodge Colt Vista SW	3710	.07	4981	.09
Eagle Medallion	3883	.08	8243	.16
Eagle Summit	10545	.21	-	-
Ford Festiva	36068	.72	32859	.62
GM Lotus	105	-	116	-
I-M XR4	2793	.06	2568	.05
I-M Scorpio	4916	.10	2454	.05
Mercury Capri	-	-	-	-
Mercury Tracer	28999	.58	27193	.52
Plymouth Colt DL SW	15431	.31	20527	.39
Plymouth Colt Vista SW	3538	.07	4672	.09
Pontiac LeMans	27133	.54	30404	.58
T/C by Maserati	495	.01	-	-
Others	-	-	-	-
Total Domestic Sponsored Imports	213835	4.26	223893	4.25
OTHER IMPORTS				
Acura	69238	1.38	59012	1.12
Audi	8630	.17	12018	.23
BMW	34767	.69	36503	.69
Honda	314010	6.26	317461	6.02
Hyundai	99375	1.98	140760	2.67
Mazda	109470	2.18	127040	2.41
Mercedes Benz	34840	.69	43354	.82
Mitsubishi	42744	.85	29466	.56
Nissan	228146	4.55	230981	4.38
Saab	16265	.32	19675	.37
Subaru	73689	1.47	75879	1.44
Toyota	311047	6.20	303088	5.75
Volkswagen	65705	1.31	90445	1.72
Volvo	48792	.97	44853	.85
Yugo	5685	.11	16239	.31
Others	39699	.79	45353	.86
Total Other Imports	1502108	29.96	1592127	30.19
GRAND TOTAL ALL IMPORT CARS	1715941	34.22	1816020	34.44

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	16005	.63	30976	1.20
Dodge RAIDER	3669	.14	3913	.15
Chevrolet GEO TRACKER	4486	.18	-	-
OTHER IMPORTS				
Isuzu	44680	1.75	35798	1.38
Mazda	58211	2.28	50937	1.96
Mitsubishi	19910	.78	27917	1.08
Nissan	74438	2.92	83796	3.23
Subaru	3	-	28	-
Suzuki	15191	.60	35585	1.37
Toyota	125190	4.91	137652	5.31
Volkswagen	2345	.09	3558	.14
Others	2239	.09	1570	.06
Total Other Import Trucks	342207	13.43	376741	14.54
GRAND TOTAL ALL IMPORT TRUCKS	366367	14.37	411620	15.89

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
(1)1984	10128729	4048998
1985	10888488	4675192
1986	11139942	4801021
(2)1987	10165660	4963808
1988	10477863	5209267

(1) REVISED 10/85
(2) REVISED 11/88

R. L. POLK & CO.

R.1-89

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JULY
1989

pocket summary

of registrations

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	1989	1988		1989	1988
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(LeBaron)	7815	12387	63.09	.95	1.39
(New Yorker)	6675	7457	89.51	.80	.83
(5th AVE)	993	1554	63.90	.12	.17
(Imperial)	-	-	-	-	-
DODGE	36617	43016	85.12	4.41	4.80
(Daytona)	6626	7410	89.42	.80	.83
(Shadow)	5850	8778	66.64	.70	.97
(Spirit)	6813	-	-	.82	-
(Dynasty)	8375	6276	133.44	1.01	.70
(Aries)	2817	6814	41.22	.35	.76
PLYMOUTH	24403	27497	88.75	2.94	3.08
(Horizon)	2895	5803	49.89	.35	.65
(Sundance)	5668	8604	64.38	.68	.99
(Acclaim)	8132	-	-	.99	-
(Reliant)	3007	7249	41.48	.36	.81
(Laser)	2186	-	-	.26	-
EAGLE	5330	4878	109.27	.64	.55
(Premier)	3814	3934	96.95	.46	.44
CHRYSLER MTRS CORP	82532	97826	84.37	9.94	10.94
FORD	124152	137617	90.28	14.95	15.38
(Escort)	29465	34859	84.53	3.55	3.90
(Probe)	13304	6614	201.15	1.60	.74
(Mustang)	13776	13930	98.89	1.66	1.56
(Tempo)	17106	23907	71.55	2.06	2.67
(Taurus)	25131	33060	85.09	3.39	3.70
(Crown Victoria)	8337	9501	87.75	1.00	1.06
(Thunderbird)	8658	10139	85.49	1.04	1.13
LINCOLN	15121	15008	100.75	1.82	1.68
MERCURY	39618	42790	92.59	4.77	4.79
(Topaz)	6908	7814	88.41	.83	.87
(Sable)	9624	10174	94.59	1.16	1.14
(Cougar)	7440	9558	77.84	.90	1.07
(Grand Marquis)	9673	10012	96.61	1.16	1.12
LINC/MERC DIV	55402	58904	94.05	6.67	6.59
FORD MOTOR CO	179554	196421	91.41	21.62	21.97
BUICK	48495	46446	104.41	5.84	5.20
(Skyhawk)	1549	1643	94.28	.19	.18
(Somerset/Skylrk)	6423	6177	103.98	.77	.69
(Century)	9511	10035	94.78	1.15	1.12
(Regal)	6846	10116	67.67	.82	1.13
(Riviera)	1555	632	246.04	.19	.07
(Reatta)	736	385	191.17	.09	.04
CADILLAC	20319	19417	104.65	2.45	2.17
(Allante)	263	346	76.01	.03	.04
(Eldorado)	2668	2553	104.50	.33	.28
(Seville)	2156	2037	105.84	.26	.23
CHEVROLET	123635	134933	91.63	14.90	15.11
(Nova)	973	7018	13.86	.12	.79
(Celebrity)	9879	20189	48.93	1.19	2.26
(Corsica)	19711	20976	93.97	2.37	2.35
(Beretta)	13994	18773	74.54	1.69	2.10
(Cavalier)	24841	28503	87.15	3.00	3.20
(Camaro)	9742	8696	112.03	1.17	.97
(Corvette)	2051	1986	103.27	.25	.22
(Monte Carlo)	76	2473	3.07	.01	.28
OLDSMOBILE	49644	62530	79.39	5.98	6.99
(Calais)	8231	10013	82.20	.99	1.12
(Cutlass Ciera)	16311	21417	76.16	1.96	2.40
(Cutlass)	7191	9248	77.76	.87	1.03
(Toronado)	5776	1695	33.98	.07	.19
PONTIAC	56693	64127	88.41	6.83	7.17
(Sunbird)	7917	6982	113.39	.95	.78
(Grand AM)	16862	19786	85.22	2.05	2.21
(6000)	5157	8878	58.09	.62	.99
(Bonneville)	6933	8323	83.30	.83	.93
(Firebird)	5828	4963	117.43	.70	.56
(Fiero)	177	2235	7.92	.02	.25
(Grand Prix)	7410	8532	86.85	.89	.95
GEN MTRS CORP	298815	327482	91.25	36.00	36.64
Misc. Domestic	36	4	900.00	-	-
Other Import	269390	272242	98.95	32.44	30.45
U.S. TOTAL	830327	893975	92.88		

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UNITED STATES SUMMARY R. 1-89
JULY 1989 ISSUED 09/89

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '89 VS '88	% IND		YEAR END 1988
	1989	1988		1989	1988	
CHRYSLER	131945	182743	72.20	2.26	2.96	283848
(LeBaron)	58613	92837	63.14	1.00	1.50	140610
(New Yorker)	59094	53145	111.19	1.02	.86	94741
(5th AVE)	9486	30621	30.98	.16	.50	38848
(Imperial)	-	-	-	-	-	-
DODGE	278023	293428	94.75	4.76	4.75	496416
(Daytona)	45371	45314	100.13	.78	.73	70472
(Shadow)	45512	51463	88.44	.78	.83	89259
(Spirit)	39539	-	-	.68	-	2438
(Dynasty)	73699	39206	187.98	1.26	.64	76834
(Aries)	25327	63041	40.18	.43	1.02	101368
PLYMOUTH	169337	201390	84.08	2.90	3.27	333224
(Horizon)	19244	31338	61.41	.33	.51	59777
(Sundance)	46172	48212	95.77	.80	.78	87320
(Acclaim)	46310	-	-	.79	-	2273
(Reliant)	24793	72718	34.09	.42	1.18	110524
(Laser)	9249	-	-	.16	-	-
EAGLE	42287	33626	125.76	.72	.55	62030
(Premier)	26329	19119	137.71	.45	.31	37534
CHRYSLER MTRS CORP.	621592	711187	87.40	10.64	11.53	1175518
FORD	929408	931974	99.72	15.90	15.11	1577815
(Escort)	205637	217144	94.70	3.52	3.52	384992
(Probe)	82478	20129	409.75	1.41	.33	68129
(Mustang)	110742	100648	101.93	1.89	1.76	169567
(Tempo)	140640	162156	86.73	2.41	2.63	278714
(Taurus)	215800	238265	90.57	3.69	3.86	376971
(Crown Victoria)	62675	70740	88.60	1.07	1.15	113349
(Thunderbird)	70003	76526	91.48	1.20	1.24	118516
LINCOLN	115811	107918	107.31	1.98	1.75	190506
MERCURY	282330	290664	97.13	4.84	4.71	481396
(Topaz)	54254	47097	115.20	.93	.76	85945
(Sable)	71111	73186	97.16	1.23	1.18	118140
(Cougar)	58657	67069	87.46	1.00	1.09	102424
(Grand Marquis)	63336	68406	92.59	1.08	1.11	115160
LINC/MERC. DIV.	406513	404710	100.45	6.96	6.56	684187
FORD MOTOR CO.	1335921	1336684	99.94	22.85	21.67	2262002
BUICK	32323	331515	98.74	5.60	5.38	578652
(Skyhawk)	12626	17142	73.66	.22	.28	26080
(Somerset/Skylrk)	41192	35324	116.61	.70	.57	58037
(Century)	79132	67284	117.59	1.35	1.09	130383
(Regal)	50559	70255	71.96	.87	1.14	123211
(Riviera)	11850	5803	204.20	.20	.09	11289
(Reatta)	4616	1558	296.28	.08	.03	3893
CADILLAC	156553	145001	107.97	2.68	2.35	259772
(Allante)	1727	2078	83.11	.03	.03	3191
(Eldorado)	19182	16627	115.37	.32	.27	30766
(Seville)	15538	12309	126.23	.27	.20	22184
CHEVROLET	830714	916862	90.60	14.21	14.87	1469632
(Nova)	14781	66076	22.37	.25	1.07	96298
(Celebrity)	115828	153744	75.34	1.98	2.49	252447
(Corsica)	131838	129100	102.12	2.26	2.09	194709
(Beretta)	98283	117167	83.88	1.68	1.90	180181
(Cavalier)	180052	181956	98.95	3.07	2.96	306969
(Camaro)	68746	58338	117.84	1.18	.95	99072
(Corvette)	11692	14598	80.09	.20	.24	22928
(Monte Carlo)	1080	24140	4.47	.02	.39	30198
OLDSMOBILE	368177	411143	89.55	6.30	6.67	708449
(Calais)	56180	60799	92.40	.96	.99	104843
(Cutlass Ciera)	118150	133668	88.39	2.02	2.16	235522
(Cutlass)	62235	54606	110.31	1.03	.89	112127
(Toronado)	4655	9729	47.85	.08	.16	15054
PONTIAC	432257	450250	96.00	7.40	7.30	759594
(Sunbird)	58211	47718	121.99	1.00	.77	82090
(Grand AM)	125162	138123	90.62	2.14	2.24	226053
(6000)	44187	58360	75.71	.76	.95	96750
(Bonneville)	54795	68022	80.55	.94	1.10	107055
(Firebird)	38961	35833	108.73	.67	.58	57421
(Fiero)	2480	16118	15.39	.04	.26	24111
(Grand Prix)	72540	47309	153.33	1.24	.77	97733
GEN MTRS CORP.	2115158	2254916	93.80	36.19	36.57	3776348
Misc Domestic	86	55	156.36	-	-	156
Other Import	177496	1864368	95.02	30.31	30.23	3265907
U.S. TOTAL	5844253	6167210	94.76			10479931

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	JULY	% IND	YEAR TO DATE		% '89 VS '88	% IND	
	1989		1989	1988		1989	1988
Autocar	1	-	24	268	8.96	-	.01
Chevrolet	113689	26.46	766525	760588	100.78	25.74	25.03
Chrysler	-	-	-	-	-	-	-
Dodge	46558	10.84	334551	350474	95.46	11.23	11.53
Ford	121555	28.29	873882	892569	97.91	29.36	29.38
Freightliner	1887	.44	15688	13629	115.11	.53	.45
G.M.C.	31212	7.27	213788	222535	96.07	7.18	7.32
Hino	170	.04	1272	1179	107.89	.04	.04
Isuzu	8081	1.88	56680	46637	121.53	1.90	1.53
Iveco	191	.04	1212	1205	100.58	.04	.04
Jeep	23646	5.50	146519	139800	104.81	4.92	4.60
John Deere	530	.12	4261	3763	113.23	.14	.12
Kenworth	1678	.39	11573	9241	125.24	.39	.30
Mack/Midliner	2043	.48	16210	14160	114.48	.54	.47
Mercedes Benz	198	.05	1241	1767	70.23	.04	.06
Mitsubishi	3437	.80	25117	33268	75.50	.84	1.09
Navistar	7285	1.70	45183	47238	95.65	1.52	1.55
Nissan	12190	2.84	87587	97555	89.78	2.94	3.21
Peterbilt	1465	.34	11068	9225	119.88	.37	.30
Plymouth	17434	4.06	114128	118976	95.93	3.83	3.91
Pontiac	-	-	-	-	-	-	-
Scania	18	-	79	103	76.70	-	-
Volvo	69	.02	714	999	71.47	.02	.03
Western Star	100	.02	930	877	106.04	.03	.03
White	8	-	112	1706	6.57	-	.06
WHITEGMC	1190	.28	10380	5671	183.04	.35	.19
Other Imports	34652	8.07	237831	263739	90.18	7.98	8.68
Miscellaneous Domestic	317	.07	1956	2032	96.75	.07	.07
U. S. Total	429604		2978521	3039204	98.00		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Autocar	-	-	-	-	-	-	-	24
Chevrolet	434764	307329	14794	1181	91	3564	4613	189
Chrysler	-	-	-	-	-	-	-	-
Dodge	250759	83792	-	-	-	-	-	-
Ford	420554	405056	-	14232	-	4722	19983	9335
Freightliner	-	-	-	-	-	-	-	15888
G.M.C.	102262	97307	1441	753	2086	2470	7001	468
Hino	-	-	109	-	271	265	627	-
Isuzu	52245	-	3225	332	98	394	386	-
Iveco	-	-	701	312	148	51	-	-
Jeep	145883	636	-	-	-	-	-	-
John Deere	-	7	275	3246	733	-	-	-
Kenworth	-	-	-	-	-	-	293	11200
Mack/Midliner	-	-	-	-	-	1832	1958	12420
Mercedes Benz	-	-	-	-	-	525	716	-
Mitsubishi	23127	-	1080	-	384	411	115	-
Navistar	-	-	-	77	82	6155	18947	19922
Nissan	86475	-	253	-	401	183	275	-
Peterbilt	-	-	-	-	-	-	537	10531
Plymouth	114128	-	-	-	-	-	-	-
Pontiac	-	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	79
Volvo	-	-	-	-	-	-	584	130
Western Star	-	-	-	-	-	-	-	930
White	-	-	-	-	-	-	-	112
WHITEGMC	-	-	-	-	-	-	-	10380
Other Imports	236714	1117	-	-	-	-	-	-
Miscellaneous Domestic	131	536	-	-	-	-	1	1299
Total	1867042	895780	21878	20133	4294	20572	56936	92768
1988 Total	1970332	853382	21790	13928	5408	31499	53403	81462
1989 vs '88	94.37	104.97	100.40	144.55	79.40	65.31	104.93	113.90

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1989		YEAR TO DATE 1988	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint/Geo Metro	30481	.52	28246	.46
Chevrolet Spectrum	34776	.60	44912	.73
Chrysler Conquest	4079	.07	6139	.10
Dodge Colt DL/SW	18783	.32	26302	.43
Dodge Colt Vista SW	4294	.07	5952	.10
Eagle Medallion	4021	.07	8964	.15
Eagle Summit	11903	.20	-	-
Ford Festiva	41433	.71	38366	.62
GM Lotus	134	-	145	-
L-M XR4	3176	.05	2978	.05
L-M Scorpio	5196	.09	3150	.05
Mercury Capri	-	-	-	-
Mercury Tracer	34972	.60	32293	.52
Plymouth Colt DL SW	17338	.30	23608	.38
Plymouth Colt Vista SW	4057	.07	5475	.09
Pontiac LeMans	33104	.57	34301	.56
T/C By Maserati	672	.01	-	-
Others	-	-	-	-
Total Domestic Sponsored Imports	248419	4.25	260831	4.23
OTHER IMPORTS				
Acura	82160	1.41	69505	1.13
Audi	10384	.18	14128	.23
BMW	40255	.69	42238	.68
Honda	368992	6.31	373033	6.05
Hyundai	113724	1.95	162298	2.63
Mazda	129591	2.22	148910	2.41
Mercedes Benz	41173	.70	50766	.82
Mitsubishi	50712	.87	35267	.57
Nissan	272185	4.66	270656	4.39
Saab	19132	.33	23146	.38
Subaru	85837	1.47	88565	1.44
Toyota	370317	6.34	356300	5.78
Volkswagen	76581	1.31	104153	1.69
Volvo	57410	.98	52953	.86
Yugo	6525	.11	18561	.30
Others	46518	.80	53659	.87
Total Other Imports	1771496	30.31	1864368	30.23
GRAND TOTAL ALL IMPORT CARS	2019915	34.56	2125199	34.46

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	18339	.62	35283	1.16
Dodge RAIDER	4605	.15	4370	.14
Chevrolet GEO TRACKER	5245	.18	-	-
OTHER IMPORTS				
Isuzu	52245	1.75	42873	1.41
Mazda	68237	2.29	58199	1.91
Mitsubishi	23127	.78	31853	1.05
Nissan	86475	2.90	96768	3.18
Subaru	5	-	29	-
Suzuki	17065	.57	39154	1.29
Toyota	147077	4.94	160529	5.28
Volkswagen	2852	.10	4037	.13
Others	2595	.09	1791	.06
Total Other Import Trucks	399678	13.42	435233	14.32
GRAND TOTAL ALL IMPORT TRUCKS	427867	14.37	474886	15.63

UNITED STATES SUMMARY

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NEW VEHICLE REGISTRATIONS UNITED STATES CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
(1)1984	10128729	4048998
1985	10888608	4675192
1986	11159842	4801021
(2)1987	10165660	4965888
1988	10477863	5209267

(1) REVISED 10/88
(2) REVISED 11/88

R. L. POLK & CO.

R.1-89

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